

Inc.
500

At the Heart of Communications and Communities

Change +



Communications and Media Relations
Program and Policy Support
Information and Administrative Support



BETAH Associates, Inc.:

- + Founded in 1988
- + Headquartered in Bethesda, Maryland
- + Corporate name, derived from the Old Testament, means “trust and confidence”
- + Named to *Inc.* magazine’s list of the 500 fastest-growing companies

C h a n g e

In today’s society, certain issues demand attention: ubiquitous poverty, preventable illness, widespread substance abuse, and poor health care, among others. Organizations are taking notice – community, government, private industry, and commercial organizations alike. Their goal? Develop and implement solutions that influence people’s decisions and behavior and truly make a difference in their lives. Their strategy? Turn to BETAH Associates for the communications and program development and delivery services that ensure success and bring about positive change.

BETAH Associates, founded in 1988, is a communications outreach, professional services, and technical support firm. We provide our clients with communications and media relations, program and policy support, and information and administrative support. Our clients, on the other hand, provide us with the opportunity to make a difference – in the health, economic standards, and life quality of people and communities nationwide.

Our company and our achievements are recognized and requested around the country – by some of the world’s largest companies, national organizations and agencies, and grassroots organizations.

In 2000, *Inc.* magazine named BETAH to its list of the nation’s 500 fastest-growing companies. It’s a direction we plan to continue through ethical principles, quality, and an exceptional model for success.

At BETAH, we work with a sense of purpose, guided by high standards of excellence. Our name stands for “trust and confidence” – precisely what we inspire in our clients.

For organizations committed to creating positive change, BETAH can make it happen. We prove it every day.

Making Positive Change the Reality

Within the field of public health communications, we deliver the creative design and content, technical support, and skilled professional staffing that facilitate change.

Our clients include:

Private Industry: National Football League Players Association, Research Triangle Institute, Tele-Communications, Inc. (TCI), and Bristol-Myers Squibb.

Government and Military: Department of Housing and Urban Development, Office of Minority Health, National Library of Medicine, National Institute on Aging Gerontology Research Center, Department of Veterans Affairs, and Patuxent River Naval Air Warfare Center/Aircraft Division.

Municipal and Community: City of Indianapolis, Commonwealth of Virginia, and the National Center for Neighborhood Enterprise.

From convening forums for nationally renowned health experts to holding national summits for health care providers. From spearheading media events for the U.S. Surgeon General and multi-national corporations to providing development services that enhance community economic development. BETAH makes strategic connections that are distinctively essential to each change process.

Fundamental to BETAH’s success is our ability to connect with difficult-to-reach populations. Our staff has the commitment, cultural competency, and technical expertise to engage ethnic and racial minorities, women, the elderly, the urban poor, and people with disabilities, as well as populations affected by specific issues.

Like our clients, BETAH is committed to producing solutions that result in positive change – the life-saving and life-improving kind.



Change begins with

Communications and Media Relations

Ideas and information have the power to transform. If your strategy calls for changing minds or behaviors, BETAH can help. Our messages address diverse audiences – the media, government, health care professionals, community leaders, and more. They motivate and form connections that lead to action. They effect change.

Milestones

- + The National Football League Players Association, Outreach, Inc., and Bristol-Myers Squibb enlist BETAH to launch their national HIV/AIDS awareness campaign with a press conference that receives major media coverage nationwide.
- + Ohio state and county officials come together with community, faith, and civic leaders in professionally facilitated public forums across the state to discuss strategies for increased partnering among public and private agencies and plans for implementing new welfare-to-work regulations.
- + The Surgeon General convenes a national satellite conference to address the impact of HIV/AIDS on the African American community. BETAH produces this award-winning, interactive conference, which is hosted in five cities and viewed by thousands.

At the heart of these and other strategic communications efforts is BETAH's skilled media and communications staff: public relations experts, writers, editors, and graphic designers, as well as television producers, film editors, and on-camera talent. Using state-of-the-art technology, our staff produces both print and broadcast products on time, on target, and within budget.

Whether called on to produce a 30-second PSA or plan an international, interactive conference with satellite links, our products hit their mark. New perspectives, new behaviors, and new solutions arise, and ultimately, lives are changed and communities are revitalized.





awareness

Media Relations:

- + Strategic media plans
- + Media training and presentation coaching
- + Press conference planning and management
- + Video and radio news release production, distribution, and tracking
- + Satellite and radio media tours

Video Production:

- + Technical production services (in-studio and on-location)
- + Scriptwriting
- + Public service announcements (PSAs)
- + Corporate and commercial videos
- + Post-production services
- + Videotape duplication and distribution

Graphic Design:

- + Web sites
- + Interactive multimedia presentations
- + Print and electronic promotional materials
- + Banners, posters, buttons, and exhibits

Publications:

- + Technical reports and proposals
- + Training manuals and monographs
- + Brochures, fact sheets, and newsletters

Communications Outreach:

- + Message, content, and campaign development
- + Promotional and advertising services
- + Video/tele/satellite conference coordination

Conference and Event Management:

- + Planning and program design
- + Site selection and contract negotiation
- + Web-based participant communication and registration
- + Comprehensive logistical support and travel coordination
- + On-site registration, management, and logistical support
- + Post-meeting services



Change comes from

Research:

- + Study design
- + Data collection and analysis
- + Research reports and presentations

Program Analysis:

- + Needs assessment
- + Organization studies and management analysis
- + Economic and market studies
- + Quality assurance and strategic planning

Community Development Services:

- + Visioning and goal definition
- + Strategic planning
- + Training for leadership development and organization capacity-building
- + Market analysis and economic development assistance
- + Technical assistance



Program and Policy Support

In corporate board rooms and inner-city neighborhoods alike, people are striving to move forward on projects that lead to change. But intent is only part of the task. Real results depend on reliable research and successful execution. These are BETAH's strengths.

Milestones

- + A consortium of finance, insurance, and community action organizations acts on a BETAH-researched and -structured model to create a fully capitalized, for-profit investment corporation for low-income neighborhoods.
- + Working under the auspices of the Mayor of Indianapolis, BETAH assists community leaders and residents to develop affordable housing and create neighborhood-based businesses and jobs in underserved markets.
- + A diverse group of technical assistants – recruited and trained by BETAH – help carry out the Ryan White CARE Act's mission to improve care for people with HIV/AIDS and their families.
- + The Department of Veterans Affairs and the Department of Housing and Urban Development turn to BETAH to develop technical assistance strategies and policy and program recommendations for strengthening the capacity of faith-based and community-based organizations and expanding their role in health and human services delivery.

c o m m i t m e n t

At the foundation of these successes is BETAH's technical excellence, combined with our ability to connect with populations that traditionally have been undocumented, bypassed, or discounted – and to make a difference in their lives.

BETAH pursues one-on-one interaction, focus groups, forums, Internet contact, and more to learn what these individuals are thinking, how problems affect them, how proposed initiatives might help them, what barriers must be overcome, and who in the community can be tapped to lead the way. Our uncommon level of understanding of distinct cultures and subpopulations gives us a valuable edge in taking initiatives from promising idea to exciting reality.



Change requires

Information and Administrative Support

An organization's infrastructure is the muscle behind its mission. But it's the people who provide the services that determine the success of the enterprise. Assembling, training, and managing a quality team is a huge undertaking – one that, if handled internally, can undercut an organization's efficiency.

There is another way. BETAH specializes in providing organizations with information, administrative, and professional staff – librarians, database programmers, computer technicians, writers, and graphic artists, among others – to handle daily operations of offices, departments, or entire facilities. In this role, we recruit, screen, hire, counsel, and manage staff that works

on-site at our clients' facilities. We're responsible to our clients; the personnel we provide are responsible to us.

Milestones

- + The National Institute on Aging Gerontology Research Center turns to BETAH to provide and manage researchers, statisticians, computer specialists, programmers, and more to gather, analyze, and disseminate relevant scientific data.
- + The National Library of Medicine, the world's largest medical library, relies on BETAH to provide personnel for reference information assistance and customer service. In only one year, BETAH staff fielded more than 13,500 phone calls and 30,000 e-mails in assisting the public with data searches.

**For organizations seeking an answer to their
operational and support personnel needs,
BETAH is the outsourcing solution of choice.**



ability

Information Management and Technology Services:

- + Database design and maintenance
- + LAN/WAN administration
- + Help desk services

Library Services:

- + Collection development and acquisition services
- + Library technology management and maintenance
- + Reference, cataloguing, indexing, and abstracting services
- + Customer support

Personnel Services:

- + Local, national, and international recruitment of professional, technical, and medical personnel
- + Candidate screening, interviewing, and testing
- + Primary-source verification of credentials
- + Administrative management of on-site personnel



And BETAH produces results.

We bring to every project the unique, diverse skills and experience necessary to achieve the most ambitious client objectives – whether record-breaking awareness of an issue or opportunity – outstanding attendance at a regional or national event – focused research that informs and directs a new effort towards success – trained leaders to implement a neighborhood improvement project – or a facility that runs more smoothly because of quality administrative, technology, and staffing support.

results

Time and again, our clients cite our responsiveness and the excellent service we provide. They appreciate the quantifiable, consistent success we deliver. In fact, they count on it.

Contact BETAH.

Discover how we can reliably and cost-effectively turn your vision and goals into results and success.

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At the Heart of Communications and Communities

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